



## Visitors to Crave Sydney in October

**Sydney, August 31, 2009:** Tourism NSW has launched a new tempting campaign, drawing visitors to Sydney during the month of October for 'Crave' – a new festival that combines the city's love of art, food, natural beauty and outdoor living.

The campaign, which comprises press, magazine and digital creative developed by leading agency Ogilvy & Mather Sydney launches this week, and targets visitors with an appetite for art, culture and a refined enjoyment for life.

Using a chocolate box as a metaphor for the Crave festival, the creative promotes a 'taste of the sweet life', focussing on the vibrancy in Sydney during the month-long festivities. Crave events include the Sydney International Food Festival, Cockatoo Island live comedy events, breakfast on Sydney Harbour Bridge picnic, and various arts exhibitions, laneway installations, and Sydney Harbour Island Hopping explorations.

Ogilvy Sydney CEO, Stuart O'Brien, explained the insight behind the campaign: "We found that while the city's beautiful icons are a big drawcard for visitors, they are not enough to instil a burning desire to return a second or third time.

"We needed to scratch beneath the surface of 'iconic Sydney' and show that there is value in getting up close and personal with this great city, tasting every little bit it has to offer. The creative design uses a gourmet chocolate box as a metaphor for Crave, with each chocolate representing a different Crave event. It visually portrays Sydney as a place to be tasted, piece by piece, savoured, explored, and admired.

"By using this creative we're looking to attract visitors who want to do more than just visit a city – they want to indulge in everything wonderful the city has to offer."

The Crave advertising will appear in titles including The Weekend Australian Magazine, Sunday Magazine, Q Weekend, Vogue Entertaining & Travel and Delicious, plus travel trade titles.

Ogilvy Sydney is part of the STW Communications Group, Australia's leading marketing content and communications services group.

### Credits:

Art Director:	Peta McDowell
Copywriter:	Jo Sellars
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Planner:	Peta Morton
Production Co.:	Cream Studios
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### Ends

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